



Price Sensitive

## PRESS RELEASE

### Treasury Shares Purchase

Milan, 9 December, 2020 – MailUp S.p.A. – MAIL (the “**Company**” or the “**Issuer**” or “**MailUp**”), a company admitted to trading on the multilateral trading facility *AIM Italia* and operating in the cloud marketing technology field, hereby notifies the purchase of n. 6,500 treasury shares on AIM Italia, value dates 2, 3 and 7 December 2020, at an average price of Eur 4.565667 per share, for a total consideration of Eur 29,676.84.

The purchase was completed through Banca Popolare di Sondrio.

Here follows the aggregate description of the purchase of MailUp ordinary shares, ISIN IT0005040354, on a daily basis:

Value Date	N. Shares Purchased	Average Price (€)	Amount (€)
02/12/2020	2,500	4.579790	11,449.48
03/12/2020	2,000	4.595660	9,191.32
07/12/2020	2,000	4.518020	9,036.04

Here follows the detailed list of purchases of MailUp ordinary shares. ISIN IT0005040354. on the mentioned period of time:

Purchase Date	Time	N. Shares Purchased	Price (€)	Amount (€)
30/11/2020	17:09:50	2,500	4.579790	11,449.48
01/12/2020	16:14:16	2,000	4.595660	9,191.32
03/12/2020	16:24:24	1,000	4.507040	4,507.04
03/12/2020	16:25:05	1,000	4.529000	4,529.00

As of 9 December, 2020, MailUp directly owns n. 132,980 treasury shares, representing 0.89% of its own share capital.



**MailUp Group (MAIL)** is a vertically integrated player in the field of Cloud Marketing Technologies. Its growing suite of data-driven solutions allows SMEs and large corporations globally to master the evolving ways of communicating with customers. Starting from parent company MailUp, the group boasts a steady growth path both organically and through acquisitions: Acumbamail (Spanish and LatAm markets), Agile Telecom (wholesale SMS market) and Datatrics (artificial intelligence). The brand portfolio is completed by BEE, an email editor launched in 2017 as a complementary business line, already covering thousands of customers worldwide. Today, MailUp Group is a leading European player in the field of Cloud Marketing Technologies, serving 23,000+ customers in 100+ countries.

The company is admitted to trading on the AIM Italia market managed by the Italian Stock Exchange, with a free float of 36+%.

**ISIN IT0005040354 - Reuters: MAIL.MI - Bloomberg: MAIL IM**

Media & Guidelines: <https://mailupgroup.com/guidelines/>

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